

**COUNCIL ACTION FORM**

**SUBJECT: AMES MAIN STREET REQUESTS FOR ART WALK**

**BACKGROUND:**

Ames Main Street (AMS) is planning to host its annual Art Walk on Thursday, June 3 from 5:00 p.m. to 8:00 p.m. Art Walk showcases downtown businesses and community artists. In order to facilitate this event, AMS has requested approval for the following:

- Blanket Temporary Obstruction Permit for the Central Business District from 1:00 p.m. to 9:00 p.m.
- Blanket Vending License for the Central Business District from 5:00 p.m. to 8:00 p.m. and waiver of fee (\$50 loss to City Clerk's Office)
- Use of electricity in Tom Evans Plaza and use of the Plaza for live music and waiver of fees for electricity.
- Closure of Kellogg, from Main Street to Fifth Street from 3:00 p.m. to 8:30 p.m.

Ames Main Street is also requesting a closure of 10 metered parking spaces in the Downtown from 1:00 p.m. to 9:00 p.m. to provide space for vendors, and to waive parking meter fees and enforcement (Loss of \$12.50 to Parking Fund). The Council's policy regarding parking waivers is to consider requests such as this one on a case-by-case basis, as opposed to requiring reimbursement for lost parking revenue. Lost parking revenue is only required to be reimbursed under this policy when the parking waiver is District-wide.

**City staff has not evaluated this event against the COVID-19 criteria that were used throughout most of 2020 to evaluate special events. It may be difficult to do so, given the uncertainty about the state of public health measures several months from now. If the City Council feels a review should happen as the event approaches, the City Council could at that time direct staff to place it on an agenda to be modified or canceled.**

**ALTERNATIVES:**

1. Approve the requests for Art Walk, including the waiver of fees.
2. Approve the requests for Art Walk, but require reimbursement for lost parking revenue and for the blanket Vending License.
3. Deny the requests.

**CITY MANAGER'S RECOMMENDED ACTION:**

Art Walk is a popular annual event that adds vitality to the Downtown. The event organizers have experience in hosting this and many other similar events throughout the year.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.



December 28, 2020

Mayor and City Council  
City of Ames  
515 Clark Ave  
Ames, IA 50010

Dear Mayor Haila and Members of the Ames City Council,

Ames Main Street is planning to hold the annual Ames Main Street Art Walk event on June 3, 2021.

Specific information about the event can be found on the included Special Event Application. We would also request a blanket Temporary Obstruction Permit, and a waiver of fees for the Blanket Vendor Permit, electricity, and the 10 requested parking spaces.

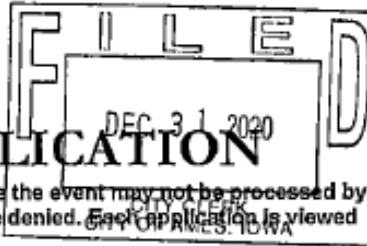
By bringing residents to Downtown Ames for attractions such as this, Ames Main Street is able to fulfill its mission as a Main Street Iowa community and create an economically vibrant downtown with unique living, dining, and entertainment experiences.

Thank you for your consideration of this request and continued support of Ames Main Street. We look forward to seeing you shopping in Downtown Ames!

Sincerely,

A handwritten signature in blue ink that reads "John Hall". The signature is written in a cursive style with a horizontal line under the first name.

John Hall  
Executive Director  
Ames Main Street



# SPECIAL EVENT APPLICATION

Applications received less than thirty (30) days before the event may not be processed by the City in time for the event and will automatically be denied. Each application is viewed as a new event regardless of previous occasions.

Event Name Ames Main Street Art Walk

Location/Address Ames Main Street

Region (Select one or more)

- Ames Main Street (Downtown)
- Campustown District
- Iowa State University Property
- City Parks
- Other (please explain)

Please note that events occurring in the Downtown, Campustown, in City parks, or on ISU property require prior approvals. A letter of support will be required from CAA if the event occurs in Campustown or from MSCD if the event occurs in Downtown. Please contact the appropriate office well in advance:

Downtown - Main Street Cultural District: (515) 233-3472

Campustown - Campustown Action Association: (515) 450-8771

ISU - Events Authorization Committee: (515) 284-1437

events@amesdowntown.org

director@amescampustown.com

eventsauthorization@iastate.edu

## TIMELINE

Setup Date 06/03/2021 Time 1:00 PM M T W R F Sa Su

Event Starts Date 06/03/2021 Time 5:00 PM M T W R F Sa Su

Detailed Description of Event Activities (written overview of event and what's going to happen)

Ames Main Street Art Walk is an annual event that showcases the art of local artists and local musicians. Art and music will be exhibited on sidewalks with enough space for pedestrian to comfortably travel.

Event Ends Date 06/03/2021 Time 8:00 PM M T W R F Sa Su

Teardown Complete Date 06/03/2021 Time 9:00 PM M T W R F Sa Su

## Event Category

- Athletic/Recreation
- Exhibits/Misc.
- Festival/Celebration
- Parade/Procession/March
- Concert/Performance
- Farmer/Outdoor Market
- Other (please explain)

Rain Date \_\_\_\_\_ Rain Location \_\_\_\_\_

Yes No

Is this an annual event? If yes, how many years? \_\_\_\_\_

## For Office Use Only

Documents Received

Date: 12-31-20

- Completed Application
- Fireworks Application (\$25 fee)
- Insurance Certificate
- Public Safety & Event Management Plan
- Site Plan/Route Map (\$25 fee) (attach)
- Vendor List (\$50 fee/each)
- Parking fees

## Special Events Meeting

Date \_\_\_\_\_

Time \_\_\_\_\_

Room \_\_\_\_\_

Documents Sent:

- Alcohol License
- ABD
- Fireworks Permit
- Road Race Permit
- TOP
- Vending Permit
- Other \_\_\_\_\_

Departments Included

- City Manager: Brian Phillips and Tashelk Kerr
- Clyde: Jenny Bathorem or Rob Holm or Kevin Gries
- Electric: Mark Imhoff
- Fire: Jason Ziph or Rich Higgins
- Parks & Rec: Craig Kaufman or Joshua Thompson
- Public Works: Brad Becker or Dave Cole
- Police: Jason Tuttle or Geoff Huff
- Water: Heidi Petersen
- Risk Management: Bill Walton

CAA: Karen Chitty

AMS: Jess Clyde or Sarah Dvorsky

ISU: Events Authorization Committee

City Council Meeting

Date 1-26-21

Added to Agenda with CAF

Approved Y N

Reminder Date \_\_\_\_\_

## CONTACTS

Sponsor/Applicant Name	Sarah Dvorsky/Ames Main Street		
Address	304 Main St.		
City	Ames	State	IA
Zip Code	50010		
Daytime Phone	(515) 232-2310	Cell Phone	(319) 930-2276
E-mail	sarahd@ameschamber.com		
Alternate Contact Name	John Hall		
Daytime Phone	(515) 232-2310	Cell Phone	(515) 720-5305
E-mail	john@ameschamber.com		

## ATTENDANCE

Anticipated Daily Attendance

Yes No

Is this event open to the public?

Is your event being held in conjunction with another event (e.g. *Farmers' Market, 4th of July*, etc.)? If yes, please list:

## ORGANIZATION STATUS/PROCEEDS

- For-Profit  
 Bona Fide Tax Exempt  
 Nonprofit

Yes No

Are patron admission, entry, or participant fees required? If yes, please describe and provide amounts:

Are vendor or other fees required? If yes, please provide amounts:

Percentage of net proceeds going towards fundraising  %

Percentage of net proceeds going towards for-profit entity  %

## SECURITY

Ames Police Department 24 hour non-emergency phone number: 515-239-5133

Please complete the course at <https://www.crowdmanagers.com/training> for crowd management training.

Yes No

Have you hired a professional security company to develop and manage your event's security plan? If yes, please fill out the following information:

Security Organization	<input type="text"/>			
Address	<input type="text"/>			
City	State	Zip	Phone	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Email	<input type="text"/>			